

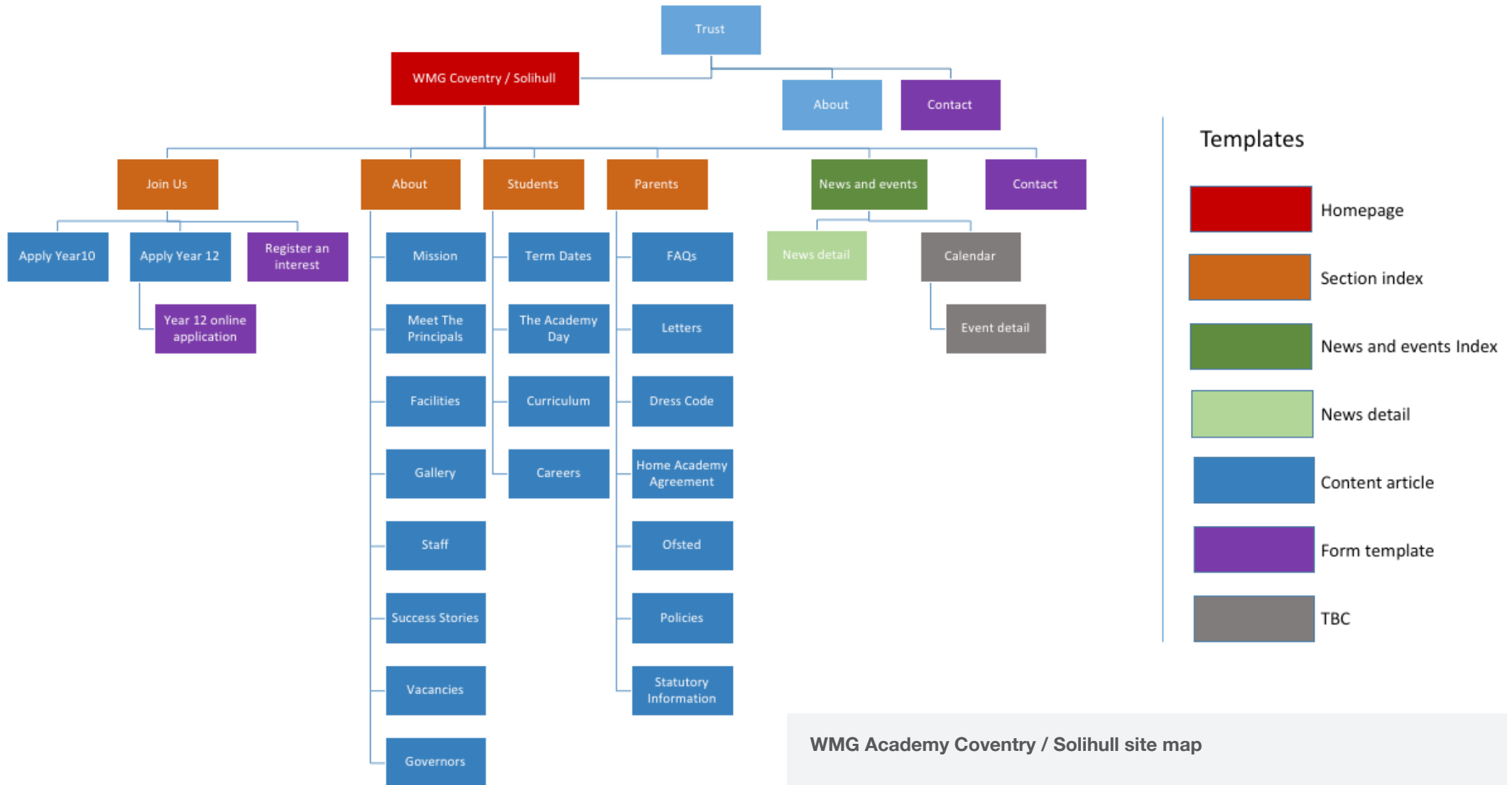


C4758 WMG Academy - website wireframes

July 14th 2017 | v01

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WMG Academy Site map



WMG Academy Coventry / Solihull site map

The pages on the website will conform to a set of templates. These are illustrated here and described in detail on the following pages of this document. The Coventry and Solihull sites will have the same structure / templates but the content written by Calista will differ. The Trust website will use the same templates designs, again with differing content.

WMG Academy Coventry / Solihull homepage

The visual opposite accompanied our previous presentation. The style has broadly been agreed and we will use this as a starting point going forward. In our meeting of 07-07-17 with Calista and Graham, we discussed the visual and made the following points:

- 4 'generic' panels for content signposting (so topical info can be highlighted). Parents / Students (fixed) / 2 others TBC.
- Student / parent testimonial
- Remove 'Admissions' and 'Study with us' (as this repeats the main banner)
- Keep business partners (logos)
- Footer – WMG logo to be updated (to be provided)
- Ofsted report / logo (Coventry only) – perhaps in masthead?
- What is engineering? Box / signpost / Video box
- Wheel element (.ai version required)
- Consider position of social icons

Design consideration: How do we differentiate the 2 academy sites clearly to the user as there will be one colour scheme? Persistent header / social profiles stamped with Adademy name possibly?

Cite to make suggestions to all points within updated visuals during the creative cycle.

Masthead / navigation / search

Main message /

Call to action (carousel)

Latest updates

Welcome / intro copy

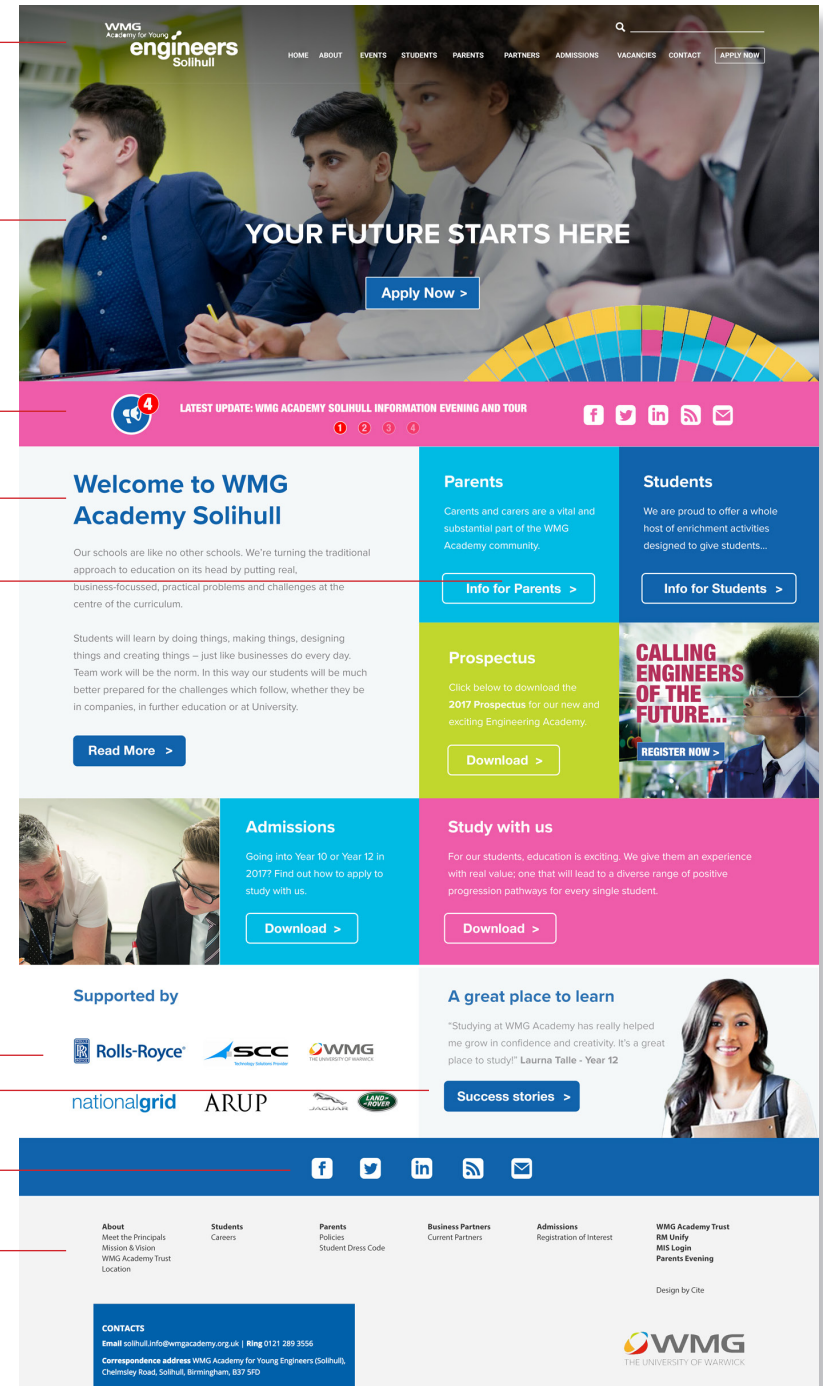
Content signposts (4)

Business partner logos

Testimonial

Social icons

Footer - content TBC



WMG Academy main section template

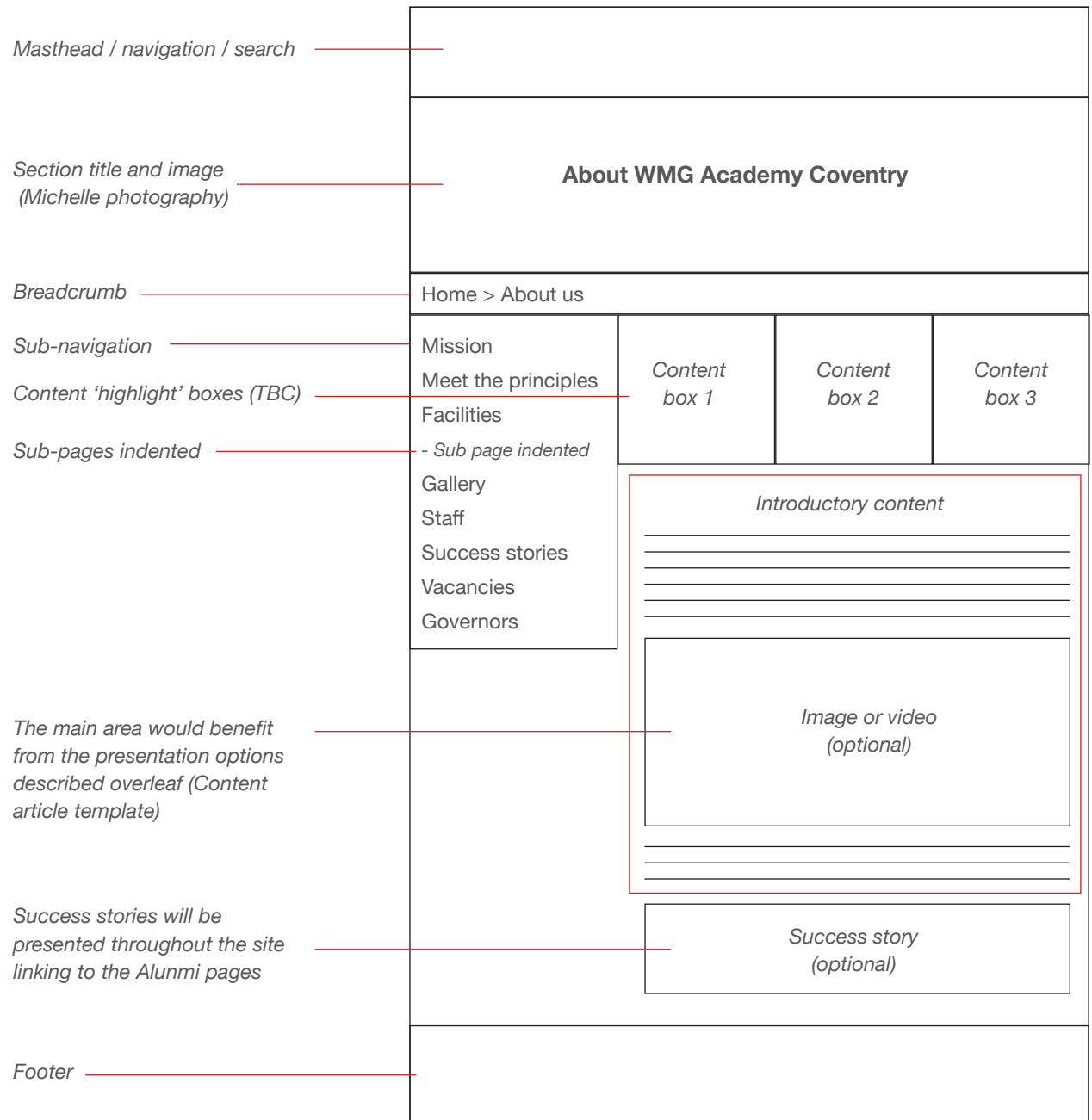
The top level pages in the structure would conform to a common template (see opposite). This template would be applied to the following sections:

- Join us
- About
- Students
- Parents

The purpose of the page is to introduce the section and highlight the content contained within it.

The content boxes would carry through the formatting of the homepage, using flat colour or image to signpost key content in the section.

We have discussed the importance of the 'Success stories' - we intend these to have high visibility on the site. Note - to ensure high quality of delivery, the students (or parents) should be photographed in a consistent format.



WMG Academy Content article template

The majority of content for both the Academy and Trust websites will adhere to a flexible content article template. We will create custom content components using Wordpress post types, allowing you to organise and publish your content in a far more presentable way. These components will all be styled during the creative cycle and cover the following:

- Gallery component
- Styled highlight box (text / image)
- Document download
- Feature panels

In addition to the above, you will be able to use the standard options available within the Wordpress CMS:

- Headings
- Text
- Bullet lists
- Image embedding
- Video embedding

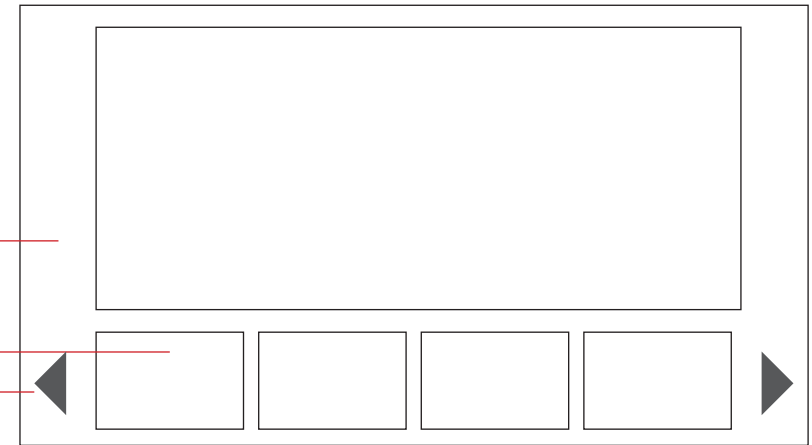
Gallery component

Allowing you to neatly embed multiple images against a specific piece of content

Image viewed at full size

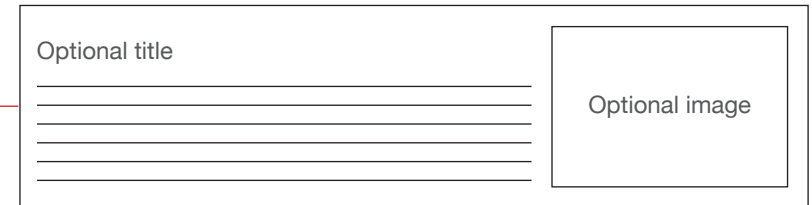
Image thumbnails

Next / previous controller



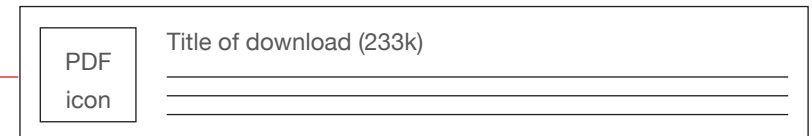
Styled highlight box

Allowing you to lift a statement or key point or quote, either with or without an image. Useful for breaking up long passages of copy



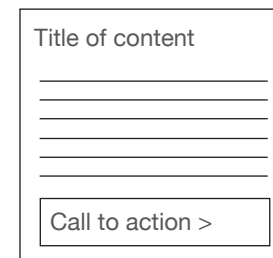
Document download

Any files for download will be properly presented. This may be integrated with Google Drive TBC



Feature panels

During the creative cycle we anticipate designing panels that can be used to signpost other or related content. These could be applied to other template types.



Panel style 1

Coloured box with title, description and button



Panel style 2

Image and button

WMG Academy News / events index template

A news section that is regularly updated adds interest to the web site and provides an opportunity for WMG to tell their story and highlight why parents should consider the academies for their children's education. There is also a search ranking benefit in that Google looks favourably on site owners who commit to publishing high quality, topical content.

Masthead / navigation / search

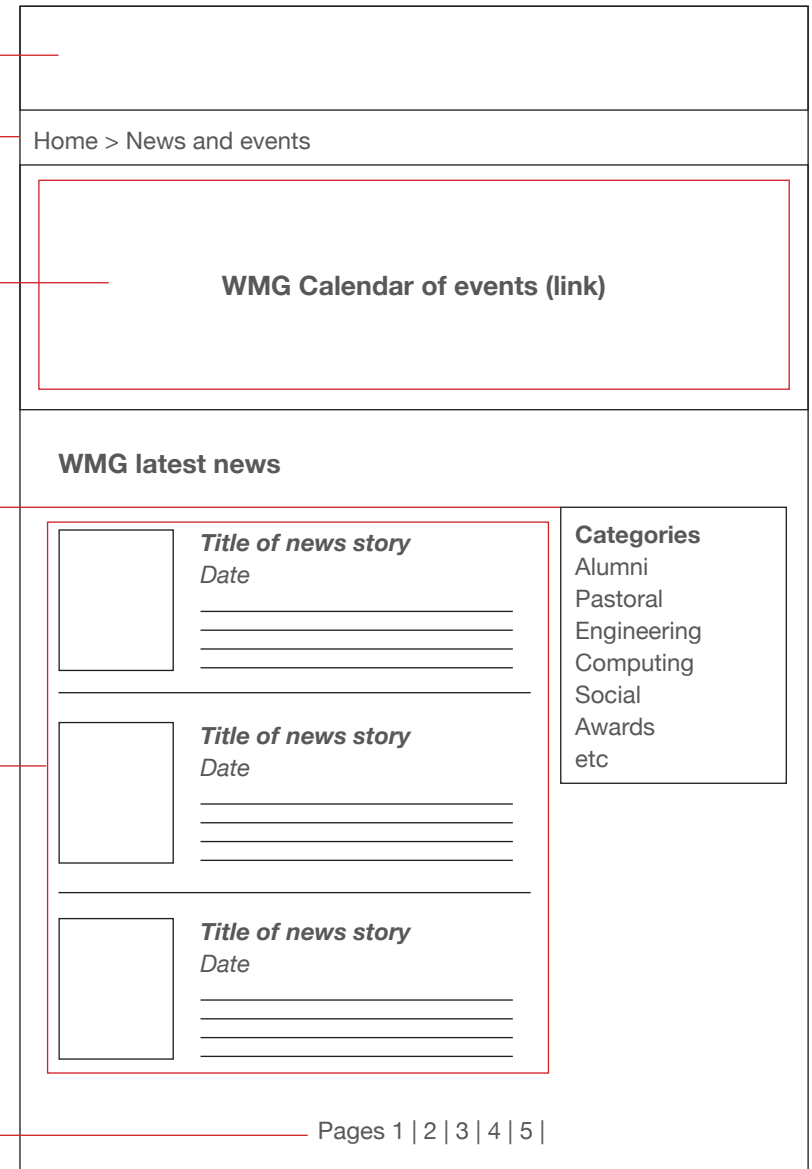
Breadcrumb

Calendar of events highlighted

News articles can be assigned to categories allowing the user to filter the news by interest

News articles are displayed chronologically comprising a thumbnail image, Headline, brief summary and date of publication

Pagination allows users to move between pages (there would be 10 stories per page)



WMG Academy News detail template

The news detail template taps into some powerful Wordpress features, such as tagging and view by author.

WMG Academy Calendar index / detail

The WMG Calendar will integrate with your Google Calendar to automate the publishing of events on the website. We have identified an appropriate plug-in to achieve this. At this point, we are unable to produce a wireframe as the plug-in needs to be installed and properly evaluated by our development team. A visual will be provided during the creative cycle.

Masthead / navigation / search

Breadcrumb

News article image

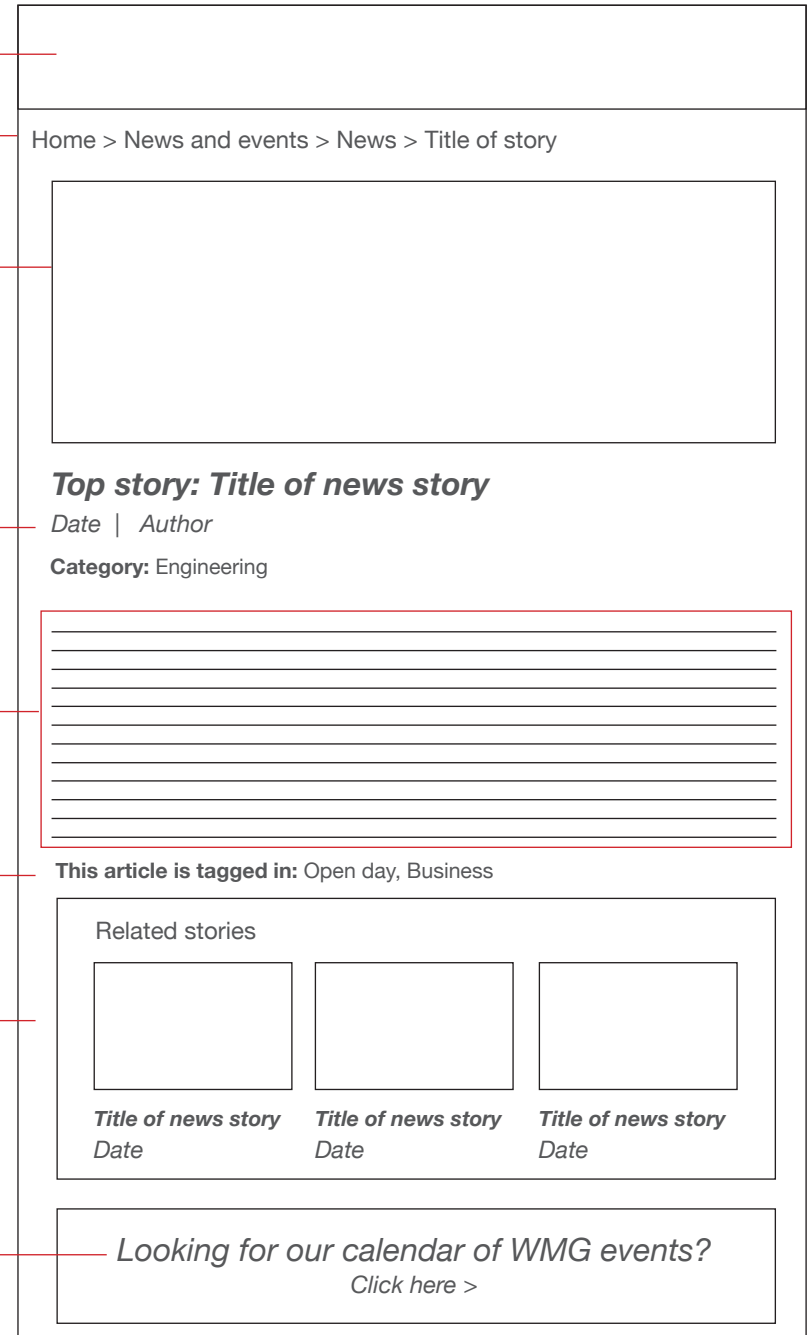
If there are multiple authors, articles can be filtered by clicking the author name

Content area can benefit from the presentation options described previously (Content article template)

Articles can be tagged (allowing users to view aggregated articles by a specific tag)

Related stories can be displayed to cross reference relevant content of interest

Calendar of events highlighted



WMG Academy search results

The site will include a search function. This will display results based on a keyword match of content in the database. Results will be grouped by content type.

WMG Academy form template

Earlier this year we built the Year 12 online application and Registration of interest forms. These will be preserved and migrated across into the new design. The Gravity Forms plug-in will allow you to easily create additional forms and publish them anywhere within the site. The stylings may be updated in line with the new design.

Masthead / navigation / search

Breadcrumb

Results 'clustered' by section

The wireframe shows a search results page layout. At the top is a masthead/navigation/search area. Below it is a breadcrumb trail: Home > Search results. The main content area is titled 'Search results for 'keyword here''. It is divided into three sections: 'Within Parents section', 'Within Students section', and 'Within News and events'. Each section has a 'view all results >' link and a list of three items, each with a title and two lines of placeholder text. The 'Within Parents section' is highlighted with a red box. At the bottom, it says 'List continues down the page...'. Red lines connect the text labels on the left to the corresponding elements in the wireframe.

Home > Search results

Search results for 'keyword here'

Within Parents section | view all results >

1. Title of article goes here

2. Title of article goes here

3. Title of article goes here

Within Students section | view all results >

1. Title of article goes here

2. Title of article goes here

3. Title of article goes here

Within News and events | view all results >

1. Title of article goes here

List continues down the page...

Cite The Digital Agency